DOCUMENT RESUME

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TITLE	Instructional Product Selection Kit. Description of Teacher Inservice Education Materials.
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ABSTRACT

The intent of the learning module described here is to increase users' skills in selecting effective instructional products for their classrooms. The module familiarizes users with product selection criteria and involves the user in practical demonstration of product selection. This descriptive report provides information on the purposes and content of the module as well as activities and resources involved. A critique, history of development, and ordering information are also included. (DS)

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DESCRIPTION OF TEACHER INSERVICE EDUCATION MATERIALS

SUMMARY INFORMATION

U S DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

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Title: INSTRUCTIONAL PRODUCT SELECTION KIT

Publication Date(s): 1975

Intended Users: Inservice teachers, textbook adoption committees, administrative and educational advisory groups interested in gaining skill in instructional product selection

Grade Level(s): Elementary; adaptable to middle school

Number: Group

Primary Focus: The intent of the product is to increase users' skills in selecting effective instructional products for their classrooms.

School subject(s) and/or inservice topic(s) covered:

The school subject covered in this product is elementary science. The inservice topic addressed is selection of instructional products. The product familiarizes users with product selection criteria and involves the user in practical demonstration of product selection.

What participant does in using the materials:

The participant:
- Examines three brochures on elementary science programs;
- Ranks these three models of elementary science programs;
- Views a 5-minute filmstrip;
- Reads the booklet, "Considerations in Selecting Instructional Products"; and
- Answers exercise items, and uses the product selection checklist to rate the programs again.

Resources:

The product components include: one booklet, "Considerations In Selecting Instructional Products"; one 15-minute filmstrip; three brochures describing three different fictitious elementary school science programs; two sets of exercises; and a Product Review Record Sheet. Program implementation will require an instructor, who will need to make arrangements for a space in which participants can meet and will establish times for meetings.

Describer critique:

The product is professionally packaged, well-organized, original and useful. It is highly adaptable. The material is well-written, and easy to use.

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1.0 PURPOSES:

The aim of the kit is to enable participants in the workshop using the kit to improve their ability to select effective instructional products. "The materials are to familiarize participants with product selection considerations by involving them in those tasks required in actual product selection situations."

Objectives for program participants are:

1. "to learn to use a checklist of considerations for selecting effective instructional products,

2. to determine the degree to which a given product meets the selection considerations presented in the kit,

3. to compare competing instructional products according to these selection considerations, and

4. to use these selection considerations for product selection decisions in a variety of situations"

Providing a rationale for this product, the developer states: "Effective instruction is dependent upon supplying teachers with resources for instruction that are comprehensively complete and analytically and empirically sound."

2.0 CONTENT — Scope and Sequencing of Topics:

Scope

The material consists of a package of printed booklets and one filmstrip/tape.

- one booklet "Considerations In Selecting Instructional Products" (12 copies) 8 pages
- one 15-minute filmstrip/tape on "Guidelines for Selecting Instructional Programs"
- 3 different elementary school science brochures (12 copies of each)
  a) ESSA ("Elementary Science Systems and Approaches", Books 1-6), 11 pages
  b) "Discovering Science" 1-6, 8 pages
  c) "SCAP - Science Concepts and Processes", 10 pages
- Exercise Items (12 copies of each of Set I, Set II)
  - Set I
    "Considerations In Selecting Instructional Products," 8 pages
  - Set II
    "Considerations In Selecting Instructional Products," 7 pages
- one Product Record Review Sheet, 1 page
- Instructor's Guide booklet, 42 pages

Sequencing

The material is intended to be used sequentially and in its entirety.

The workshop may be scheduled as a single session or a series of sessions for the convenience of the participants. About 2-3 hours is needed for one workshop.

3.0 ACTIVITIES AND RESOURCES INVOLVED IN USE OF PRODUCT

3.1 Description of main inservice activities:

The participant examines three brochures on elementary science programs; reads these three programs for desirability; views the 15-minute filmstrip/tape; reads the booklet "Considerations in Selecting Instructional Products"; answers two sets of exercise items;and, uses product selection checklist to rate programs again.

3.2 Help given in use of product:

A 42-page Instructor's Guide is provided with the product. It contains all instructions for program implementation.

4.0 EVALUATION OF TEACHER INSERVICE LEARNING

The checklist in the Instructor's Guide is a pre/mid/post assessment instrument (can be adapted by a coordinator).

5.0 ORDERING INFORMATION

5.1 Resources required/recommended for implementing product:

The product components include: one booklet, "Considerations in Selecting Instructional Products"; one 15-minute filmstrip; three brochures describing three different fictitious elementary school science programs; two sets of exercises; and a Product Review Record Sheet. Program implementation will require an instructor, who will need to make arrangements for a space in which participants can meet, and will establish times for meetings.

5.2 Distributor name/address:

SWRL Educational Research and Development
Division of Resource Sciences
4665 Lampson Avenue
Los Alamitos, California 90720

(213) 598-7661

5.3 Components/approximate costs:

Component	Purchase	Rental	No. Req.	Reusable
Instructional Production Selection Kit (all material for an instructor and 12 participants)	$52.50	No	1	Yes - except for exercise items
Simulated Program Brochures (12 copies each of material required when there are more than 12 participants at a session)	$15.00	No	1	
Participant Materials (12 copies of each of all materials retained by participants. One set should be ordered for each additional group of 12 participants)	$7.50	No	1	

N.B. purchase orders will be honored from school districts and educational institutions with the understanding that they will provide feedback on their experience with the kit. Individuals not affiliated with an educational institution must agree to this condition in writing in advance of shipment.

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6.0 HISTORY OF DEVELOPMENT

6.1 Identification of the developer:

The developer states: "SWRL Educational Research and Development is a non-profit organization exclusively dedicated to educational research and development. Since its founding in 1966, SWRL has been a prominent and productive center for programmatic R&D in education. SWRL is an interstate joint powers agency which is supported by grants. SWRL participates in the Educational Lab and R&D Center program financed by the National Institute of Education."

6.2 How developed and when:

In the years before and the period during 1975, SWRL developed this kit as part of a much more extensive program of materials in educational research. This is one of a series including products focusing on language arts, reading and general learning center resources.

6.3 Evidence of effectiveness with users:

An important condition of purchase is that users evaluate the material and send feedback to SWRL. The Product Review Record Sheet is included in the kit to facilitate such an evaluation. The product is periodically updated as a result of this feedback. However, the developers provided no specific data on the feedback results.

DESCRIBER CRITIQUE

Appropriateness / adaptability / technical quality:

The product presents an orderly method by which users may carefully select instructional products. It is highly adaptable, well-organized, and thoughtfully compiled. The language is clear and jargon-free.

The product's technical quality is excellent.

Content accuracy/social fairness/community acceptance issues:

A letter dated May 25, 1976, to all users states that "Instructional Product Selection materials emphasizing criteria of minority group and sex role representation are currently under development - (materials became available in fall of 1977 - an offer was made to update all Kits free of charge).

No notable community acceptance issues are evident.

Overall summary/comment:

This professionally-packaged product systematically educates participants in selecting instructional products. It appeals to various users, is original and innovative. Adaptability and the wide range of potential applicability are also positive features.